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Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000

Introduction

In 1983, the brewing industry experienced a multitude of challenges: consolidations, takeovers, labor problems, increased tax burdens, and objections from vocal special interest groups. A depressed economy—beer industry shipments in 1982 showed a decrease for the first time in 25 years—was yet another curve thrown at Miller and other U.S. brewers.

Given this setting, the Miller Corporate Affairs charter was clear: to plan and implement programs to help the company improve its market position.

From a 21-city national tour of Miller's *Gallery of Greats* Black art exhibit to sponsorship of a reunion of a B-17 bomber crew; from support of Shakespeare-in-the-Park to the Lite-sponsored survey of American attitudes toward sports; from a sales representative's presentation of the Miller Marketing Story in Des Moines to the Chairman's address to the U.S. Hispanic Chamber of Commerce in Tampa; from press conferences announcing the arrival of new brands to letters from Miller President William Howell to legislators seeking favorable resolution of proposed excise tax legislation—these are but a few examples of Corporate Affairs activities that aid the marketing effort.

Here's a closer look at how each of the three key areas of the Corporate Affairs Division—Government Affairs, Corporate Communications, and Communication Services—met our marketing objectives.

Special Situation Communications

To diffuse what otherwise might have developed into a crisis for Miller Brewing Company, in terms of adverse publicity or misinterpretation of action, Corporate Affairs implemented effective communications plans for the announcement of the postponement of the Trenton Brewery opening and the 60-day brewery worker strike in Milwaukee.

L-r): Wisconsin Governor Anthony Earl at Miller's Milwaukee Brewery with Miller President William Howell; Vice President, Plant Operations, Allen Schumer; and Vice President, Corporate Affairs, Alan Easton.

In both situations, through careful planning and execution of Corporate Affairs' communications programs, a positive company image was presented to Miller's publics.

For the Trenton announcement, careful planning ensured that all publics were informed properly and promptly. The first step was to inform the Miller staff, which had already been at work in Trenton. President Howell personally broke the news to the staff and then telephoned Ohio's Governor Celeste to relay the same message. Subsequently, all key Ohio government officials were notified via telegrams.

Within hours of the announcement in Ohio, Miller employees, distributors, and plant-

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city media were informed. Government officials in Miller's other key operating areas were informed also. In effect, a specific message relating to the postponement was transmitted to each of Miller's special publics.

Several months before the work stoppage, Corporate Affairs began preparation of a communications plan. A primary step was to monitor public reaction to the company and also to analyze previous strikes in the city. An analysis of media coverage of labor was also conducted to assure more effective placement of the company's news releases and reception of the company's three news conferences during the strike.

The company communicated to the general public, employees, distributors, and state and local legislators during the strike.

Each of the three departments within the division contributed to the total communications effort.

Government Affairs

The responsibility for monitoring, analyzing, and reporting key legislative issues to senior management has increased greatly in the past year. As more and more issues such as the abuse of alcohol, drinking age, driving while intoxicated, and excise taxes have surfaced to directly affect Miller's marketing efforts, the role of Government Affairs has intensified.

The abuse of alcohol is a business as well as a legislative matter. Miller and all other alcohol beverage manufacturers, distributors, and retailers are being threatened. The debate centers on whether control or education is the best solution. At this point, control advocates seem to have the edge in the argument.

Because the issue gets its fuel from grass roots activities, Miller has undertaken programs to counter the attack at the local level.

To stir distributors to action in their communities, Miller senior executives have addressed state distributor groups, and Miller President William Howell carried that message of urgency to the National Beer Wholesalers' Association as the keynote speaker for that group's annual meeting.

The Alcohol Information from Miller (AIM) program was introduced to Miller's distributors at the company's annual sales meeting in November. AIM's primary objective is to promote responsible behavior and to encourage use of alcohol in moderation and in good health. The two-level program provides distributors with a complete package incorporating audiovisual and print communication to create awareness among the distributor employees and to emphasize their responsibility for addressing it. The second level, similar to the first in format, has been developed for distributors' use in the community.

For Miller employees, a similar awareness/motivation program is being developed. Television will be the primary medium, supported at each presentation by print materials and spokespeople to discuss the issue and how it affects the company and employees.

Miller has also shown its support for responsible behavior with alcohol use by its endorsement of college marketing guidelines prepared by four respected campus organizations.

Hundreds of local issues also demand attention. If ignored, these could result in the barring of marketing programs, in license revocations, or in increased tax assessment.

Government Affairs intervention helped to

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prevent higher tax assessments by local communities in which Miller operates breweries. In North Carolina, Government Affairs worked to defeat an annexation proposal that would have resulted in increased property and sewer-usage taxes. In New York, an increase has been proposed in the cost of bringing water to the brewery through a cross-county pipeline. Miller continues to work at a favorable resolution of the pending proposal.

In its role of monitoring and researching legislative issues affecting Miller's business climate and informing senior management, Government Affairs tracked more than 1,953 bills, gave specific testimony on 145 bills, and prepared position papers on 52 bills.

In 1983, more than 2,500 consumer telephone calls requesting information about Miller or Philip Morris—about marketing and advertising and a variety of other topics —were handled by Government Affairs. Consumer complaints declined this year (2,006 in 1982 vs. 1,770 in 1983). Also, we responded to an additional 4,500 letters of a non-complaint nature, ranging from requests for technical information to thanks for the Miller Christmas commercial.

Corporate Communications

The results of Corporate Communications' public relations/publicity efforts appeared across the full media spectrum: from major network shows such as *Good Morning America* to local TV news programs in Syracuse, New York; from nationally-distributed newspapers such as *USA-Today* and *The New York Times* to suburban weeklies; from mass consumer magazines such as *Sports Illustrated* to beer industry trade journals.

The cumulative number of impressions reached nearly two billion in 1983.

Reporters interview Miller-sponsored Nascar driver Bobby Allison during a media reception before a 1983 race event.

A major Corporate Communications role is to extend the reach of brand/company sponsorships to gain additional exposure for promotional events that are planned and implemented by other departments within the company.

For example, the Miller Time 300/500 automobile race in Charlotte, North Carolina, attracts 200,000 spectators. Corporate Communications arranged press conferences, receptions, and interview sessions with top-name drivers and other racing participants. Through the millions of additional impressions gained for Miller High Life, the association of that brand with motor sports is further enhanced.

Miller High Life's sponsorship of the Olympic Training Center, a program started in 1982, was a major focus in 1983.

More than 3,000 inches of newspaper space spread the story of Miller High Life's commitment to American amateur athletes to more than 5.5 million readers. Two television features about the Miller-sponsored

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Olympic Training Centers were aired by 286 stations with a total audience of 10 million viewers. Forty million cable viewers also watched these features. To encourage grass roots identification of Miller High Life's Olympic involvement, more than 1,000 news releases were distributed about athletes training at the centers to hometown media from a satellite news bureau operated at the OTC, utilizing college journalism interns.

Corporate Communications provided brand publicity/public relations support through increased media visibility for the Lite All-Stars.

The Promotional Planning Department notifies Corporate Communications in advance of Lite All-Star appearances, so media interview arrangements can be made well ahead of the All-Star's visit to a particular city. Features on the All-Stars are also placed before the event. Corporate Communications also helps Miller distributors secure media coverage of an All-Star visit.

The Lite brand's market dominance was enhanced by strengthening the association—through public relations/publicity—of Lite and sports.

Lite's sponsorship of a survey of American attitudes toward sports was announced at a press conference in New York City. At the conclusion of the survey, the 200-page results were distributed to more than 5,000 newspapers and radio/television stations. Copies were also distributed to major libraries throughout the country.

A Miller distributor in Michigan co-sponsored this Olympic Training Center fund-raising event.

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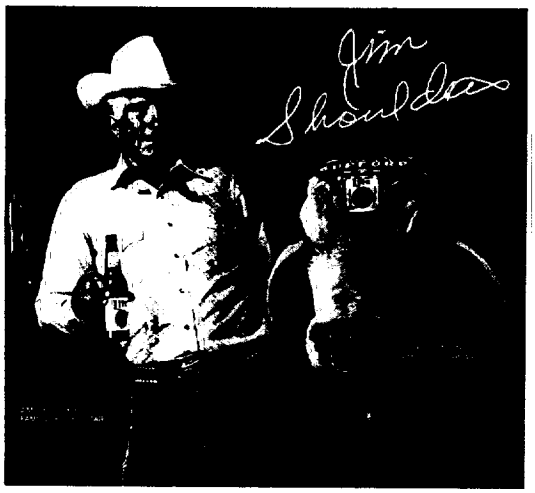

Pre-event publicity drew large crowds for Lite All-Star Jim Shoulders and his bull, Bufford T. Lite.

Corporate Communications also supported the introduction of the company's new brands in 1983: Press conferences were held in six cities for Miller Special Reserve; in three cities for Calgary, a Canadian brand imported by Miller; and 6,000 press kits were distributed to media across the country to support Meister Brau's national roll-out.

On the international front, Corporate Communications provided public relations/publicity support for the announcement of the marketing and brewing agreement with Carling O'Keefe in Canada and the marketing agreement with Sapporo in Japan.

What other departments develop as brand image builders, Corporate Communications supports for maximum reach.

While the responsibility for minority relations lies in Corporate Communications, all divisions' resources contributed to a successful minority relations program in 1983.

Two four-color, oversized brochures documenting Miller's commitment and involvement in the Hispanic and Black communities were developed; added emphasis was placed in gaining publicity in Black and Hispanic media; special attention was given to interests of the Black Congressional Caucus, the Hispanic Congressional Caucus, and the Black Legislators Caucus; minority and cultural programs received financial support; more minority community events were incorporated into the community relations program.

Corporate Communications developed the *Gallery of Greats* art exhibit. Renowned Black artist Clarence Shivers was commissioned by Miller to paint 12 original works of art depicting Black Americans committed to civil rights.

The exhibit toured 13 cities in 1983, reaching 70,000 viewers. Eight additional cities are scheduled to host the exhibit in 1984. A brochure of the lithographs provides added understanding.

LITE SPORTS REPORT:
FIGHTS ON THE FIELD

In general do fights between players where no one is seriously injured add to the enjoyment of the game, do they lessen your enjoyment, or do they have no effect either way?

Add enjoyment	14
Lessen enjoyment	54
Has no effect	31
It depends	1
Number of respondents	1258

A photo release issued to print media nationwide to publicize the Lite-sponsored survey on American attitudes toward sports.

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Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000

Paul Robeson, Jr., (r) accepts a lithograph of a painting of his father, Paul Robeson, from Miller Senior Vice President Thomas Shropshire at the* Gallery of Greats *premier in Atlanta.

In each city where the *Gallery of Greats* has exhibited, limited edition lithographs of the collection have been presented to community and national civil rights leaders, politicians, educators, and Black newspaper publishers.

The exhibit commands considerable media coverage in each city it visits.

With Seven-Up and Philip Morris, Miller introduced the T. Thomas Fortune Faculty Fellowship Award in cooperation with the National Newspaper Publishers Association. The fellowship provides an internship for a journalism professor at Black newspapers during the summer break. Miller also sponsored a reception during the NNPA's convention and presented corporate views on advertising in the Black press in a workshop at the NNPA's winter meeting.

Special attention was paid to strengthen Miller's presence in the Hispanic community, too. Press conferences in New York and Los Angeles were held to announce Miller's sponsorship of *Bravisimo,* a Hispanic television series; Hispanic media in Los Angeles were invited to cover the filming of a Miller High Life commercial featuring Hispanics in that city; press releases excerpting the Chairman's address to the U.S. Hispanic Chamber of Commerce were directed to more than 200 Hispanic media

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Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000

(L-r): Ed Frantel, Seven-Up President, and John A. Murphy, Miller Chairman, with President Ronald Reagan at the U.S. Hispanic Chamber of Commerce in Tampa.

outlets; and additional public relations advertising dollars were expended in Hispanic media in 1983.

Contributions administration increased the company's presence in its plant cities through a greater diversity of support. More than $1.2 million were disbursed to more than 130 different organizations, from the Fort Worth YMCA to the Piedmont, North Carolina, Arts Association, the Oswego, New York, Art Guild, and the Everson Museum.

In 1983, the $1.2-million expansion and renovation of the tour facilities in Milwaukee was completed.

The enlarged and modernized Visitors Reception Center has a completely new panoramic multi-media presentation using 28 computer-controlled projectors. Improved A/V systems along the tour route, new hand-crafted ironwork at several locations, and the renovation of the historic Miller Inn also help to build brand loyalty.

In 1983, more than 125 community events were undertaken in Miller plant cities across the country. An estimated six million people enjoyed "City State" in Greensboro. Other events included the National Ag-Pilot Championship in Georgia, where former President Jimmy Carter was pictured in the press with a Miller High Life cap; the New York State Fair; a hot-air balloon festival in Fulton; the L.A. Marathon; the All-Girl Rodeo in Texas; and a stock car race in Virginia (near Eden).

Tourists sample Miller products in the renovated, historic Miller Inn.

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Miller President's Award winner Paul Edmond (l) is congratulated by Miller President Bill Howell (r) while Miller Executive Vice President Lauren Williams looks on.

Communication Services

Two new communication vehicles were created by Communication Services to provide a continuing flow of information to senior and middle management and to supplement existing media. A four-page monthly newspaper, *Management Briefing,* providing interpretive reports of news and events in the company was introduced in the fourth quarter.

A second newsletter, the single-page *Executive Newsline,* supplements *Management Briefing* and is published on an as-needed basis, usually once a week. Recipients of both *Briefing* and *Newsline* are encouraged to share parts or all of the publications with subordinates.

Management Memo, which announces management-level personnel changes, and the delivery of Dow Jones and Associated Press financial newswire reports continued, with increased frequency.

Employee communications must inform and unify 12,000 employees at six breweries, five can-manufacturing plants, one glass-manufacturing plant, a malt plant, six branch distributing operations, and 12 sales regions. The established employee publication, *High-Lites,* adopted a new format to accommodate wider local news coverage for each facility, increasing by 100 percent the amount of space allocated for each plant's news.

The employee publication published 443 pages. The publication continues to be mailed to retiree and employee homes, thus providing information to families as well.

The distributor publication must inform and motivate distributors to become smarter, more effective sales organizations. The monthly *Miller Time* provides information about new brands and promotional sponsorships as well as recognition for distributor success. *Miller Time* carried recognition stories such as the Augusta, Maine, distributor's sponsorship of The Great Kennebec River Whatever Race; a Sikeston, Missouri, distributor's Boot Heel Rodeo; a Key Biscayne, Florida, distributor's sponsorship of the Lowenbrau Varadero; a Pewaukee, Wisconsin, Miller High Life One-Club Golf Open; a Battle Creek, Michigan, sponsorship of an international hockey tournament; and a Flint, Michigan, distributor's establishment of a community food bank for needy families.

In all, *Miller Time* featured more than 100 distributor-event stories along with national stories on new brand introductions, retail sales activities, and corporate activities such as the Vatican art tour. *Miller Time* published 160 pages in 1983.

To reach Miller personnel in the 12 sales regions, a field sales employee magazine launched in 1982 was redesigned in 1983 for greater effectiveness. Published quarterly, *Front Line* provides recognition for sales achievements and ideas for added sales opportunities. In 1983, 28 pages of *Front*

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Miller employees and their families enjoy the Vatican art exhibit.

Line were published and distributed to the Miller sales force.

Addressing specific audiences with tailor-made messages was emphasized in 1983 through Communication Services' speakers' bureau development and senior management speech preparation. Fifty-one speeches were prepared for senior management and speakers' bureau members, covering such topics as Miller's marketing success, legislative issues confronting the beer industry, alcohol abuse, the Olympic Training Center sponsorship, Lite Beer marketing, and Miller's commitment to the Hispanic community.

College marketing classes, Optimists clubs, Marketing Executives International, Hispanic Chamber of Commerce, National Beer Wholesalers, a variety of state beer wholesaler and liquor dealer groups, by-product engineers, and advertising clubs heard these important messages.

Reprints of speeches on key issues such as commitment to Hispanics (J.A. Murphy's Hispanic Chamber of Commerce address) and threats such as excise tax increases and drinking age laws (W.K. Howell's "Two Roads for American Brewing") were reprinted and distributed to media and all Miller distributors. In 1983, 12,000 copies of speeches have been printed and distributed.

Television provided an important avenue to internal and external audiences. The President's annual message to employees; the Meister Brau roll-out for distributors; a United Way message for Milwaukee-area employees; a summary of the distributor winter meetings for Miller employees; a program for use at a press conference in Japan to introduce Miller High Life in that country; a documentary of the reunion of a B-17 bomber crew in Milwaukee, sponsored by Miller High Life; and the President's address to Miller Management Club in Milwaukee for viewing by Miller managers throughout the country were among 14 programs produced for current and future use.

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Philip Morris Industrial

Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000

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Introduction

For Philip Morris Industrial, 1983's divestiture of Milprint and relocation of our headquarters from Milwaukee to New York streamlined our organization and enhanced the role of PMI operating managers in our overall Corporate Affairs effort.

It was a year of successful communication. A wide range of activities kept employees and communities abreast of company activities and enhanced relations with customers, suppliers, and public officials. We shared our perspectives with fellow Philip Morris managers at events like the PMI President's Conference and the Philip Morris Personnel Conference.

New Plant Opening

Starting Friday, June 10, PMI sponsored a weekend of festivities marking completion of Wisconsin Tissue Mills' 2½-year, $82-million capital expansion. Over 250 dignitaries participated, including Wisconsin Governor Anthony Earl and Congressman Thomas Petri. Nearly 12,000 visitors toured our new facilities. Copious local media coverage was capped by a 44-page full-color Sunday supplement to the *Appleton Post-Crescent*.

Customer Relations

A wide variety of corporate and PMI activities provide ample opportunity to meet with

Control room operators using new, computerized equipment at Wisconsin Tissue Mills.

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Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000

current and prospective customers.

This year's activities included:

- The Sixth Annual PMI Brunch at the Virginia Slims Tournament in Chicago.
- Entertaining customers and suppliers at openings of the Vatican show and *Precious Legacy*.
- Koch Label's Seventh Annual "Bavarian Breakfast" at the Master Brewers' Association meeting in San Diego.
- Plant visits for major customers, including transportation on corporate aircraft and a full day of activities.
- Wisconsin Tissue's Advisory Council meeting at the Doral Country Club in Miami.
- Participation in key trade and industry meetings, including the Tag & Label Manufacturers Institute and the American Paper Institute.

Employee Relations

PMI actively pursues ongoing programs directed at employees and their families. Plant-wide safety contests, divisional picnics and Christmas parties, and a wide variety of sports activities all help to build loyalty to the company and a sense of shared purpose. We make special efforts to strengthen our employees' sense of belonging to the larger PM family by recognizing recipients of Philip Morris Scholarships, distributing the Annual Report widely, and making sure that PMI employees and activities feature prominently in *PMI News Briefs* and *Call News*.

Nicolet Paper Company employees at a summer picnic at Green Bay Beach Park, Wisconsin.

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Community Relations

During the year, PMI managers continued to work with community organizations like Phoenix House, the Multiple Sclerosis Society, the De Pere Greenery Project, Pipp Community Hospital (Plainwell), Junior Achievement, and United Way. In addition, PMI executives served on the boards of Ripon College, the W.A. Krueger Co., the First National Bank of Neenah (Wisconsin), and the De Pere Redevelopment Authority, among others.

Legislative and Regulatory

PMI regularly faces major legislative challenges in such environmental areas as air and water regulations and solid waste disposal, although there were no major developments this year. We do anticipate a good deal of future activity, however, and have begun working with Corporate Public Affairs to track legislative trends and take appropriate action where necessary.

PMI employees are becoming more actively involved in public issues through the Tobacco Action Program. This year, their efforts helped authorize a municipal bond issue aimed at revitalizing downtown De Pere.

Our participation in PHIL-PAC, and William McCoy's membership on its board, have also contributed to good relations with public officials. We will continue to work with PM USA, TAP, and the Tobacco Institute on matters of corporate or industry interest.

Philip Morris Industrial President William McCoy (c) with Wisconsin Governor Anthony Earl (r) at a press conference held at the completion of Wisconsin Tissue Mills' expansion.

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The Seven-Up Company

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Introduction

Throughout 1983, the Corporate Affairs Department continued to present The Seven-Up Company and its products prominently and positively to the American public.

On many occasions, the behind-the-scenes efforts of Corporate Affairs personnel greatly enhanced the mission of other headquarters operations. In no instance was this more dramatically demonstrated than in the New York press conference announcing 7UP's new advertising campaign.

No Caffeine. No Artificial Colors. No Artificial Flavors.

On May 24, at a major New York press conference, 7UP announced a new thrust in advertising. While the new advertising continues to emphasize that 7UP contains no caffeine, it also stresses that 7UP contains no artificial colors or artificial flavors—substances widely added to most other major soft drinks.

Our research clearly indicated consumer concern regarding the ingestion of substances used to artificially color and flavor most soft drinks, as well as consumers' continuing positive reaction to a soft drink without added caffeine.

Orchestrated by Corporate Affairs, the news conference was simultaneously telecast live via satellite to press briefings in six additional cities. Senior executives and Corporate Affairs staff were present in St. Louis, Atlanta, Los Angeles, Washington, D.C., Dallas, and Chicago. The following day, the same teams conducted a series of one-on-one interviews announcing the new campaign in Miami, Philadelphia, San Francisco, Detroit, Denver, Houston, San Antonio, Seattle, Boston, and New Orleans.

A press book, rather than the traditional kit, was used because of the volume of prepared materials. The three-ring books provided reporters with a wealth of information on relevant topics, including detailed explanations of the chemical ingredients in soft drinks, frequently asked consumer questions about soft drinks, and newspaper articles dealing with food additives and related topics. These press books have subsequently become a permanent reference source for reporters writing about soft

The Seven-Up Company's New York news conference announcing its "No Caffeine. No Artificial Colors. No Artificial Flavors." campaign was attended by nearly 100 major news and trade media representatives.

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Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000

An Associated Press reporter asks a question about the new campaign.

drinks as well as artificial ingredients and food additives.

Two major events preceded the national press conference:

1. A "studio" was created at Seven-Up headquarters, complete with lights and camera. Several weeks before the actual announcement, Corporate Affairs provided each executive spokesman with a briefing book, complete with potential questions and answers. Each executive was then closely questioned by Philip Morris personnel with journalism backgrounds. These "grilling" sessions were videotaped for critique before the actual press conference.
2. Before the press conference, a series of meetings was held to inform all 7UP bottlers about both the conference and the new campaign. Those meetings included a taped interview with nationally known pollster Lou Harris, who stressed the value of an ongoing public relations and publicity campaign. He noted that these campaigns gain credibility when consumers read about the subject in the general and business news sections. The interview was taped by the Philip Morris film production unit.

Print advertising for the new campaign included the suggestion that consumers write Seven-Up for more information on ingredients in all soft drinks. From consumer responses, Corporate Affairs has developed a computerized list of tens of thousands of consumers who are known to be concerned about soft drink additives. This list is used for mailings of vital information on a regular basis.

In further support of the new advertising campaign, Corporate Affairs developed and implemented the "Freedom of Choice" public relations and public information program. Using the latest computer technology, the program consisted of three elements:

1. The nationwide distribution of localized 7UP bottler news releases announcing their participation in the new "No Caffeine. No Artificial Colors. No Artificial Flavors." campaign to the media in their respective franchise territories.

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Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000

2. The mailing of "Freedom of Choice" information to more than 230,000 "special publics," including medical, health, and government officials in each bottler's territory.

3. The mailing of "Freedom of Choice" information to more than 3,000 7UP corporate employees and 15,000 employees of 7UP bottling companies.

This effective public relations campaign continues to enhance a local atmosphere conducive to the sale of 7UP.

Examples of newspaper articles about Seven-Up's "No Caffeine. No Artificial Colors. No Artificial Flavors." advertising and public relations consumer information campaign.

The Seven-Up Company Sponsors *Faces of the Vatican Collections*

This headline on a mid-August press release heralded Seven-Up's sponsorship of a major photography exhibition in the St. Louis area. The exhibition consisted of photographs of more than 60 pieces contained in *The Vatican Collections: The Papacy and Art* exhibit, on national tour under sponsorship of Philip Morris.

Early on, Corporate Affairs determined that photography represented our best opportunity to capitalize on Philip Morris sponsorship. After lengthy consultations between PM Corporate Relations and Communications staff and officials at the Metropolitan Museum of Art in New York and at the Vatican, arrangements were made for Seven-Up's Corporate Photographer, James T. Van Horn III, to have a week-long opportunity to photograph in stunning detail elements of some of the western world's greatest art. With the help of Corporate Affairs, New York, Van Horn became the only U.S. photographer who has had, or will have, the opportunity to photograph the exhibition in such detail.

The location for the *Faces of the Vatican Collections* had to be a facility that was well-known, respected, easy to get to, and one that would provide the proper atmosphere for the display. On consideration, it was decided to place the display at the National Shrine of Our Lady of the Snows, a 200-acre facility in Belleville, Illinois, just across the river from downtown St. Louis. The Shrine, celebrating its 25th anniversary this year, attracts nearly one million visitors annually, thousands of local people among them.

Nearly 40,000 viewed the display during the two weeks that *Faces of the Vatican Collections* was at the Shrine. Special VIP recep-

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tions, co-hosted by the Archbishop of St. Louis and the Bishop of the Belleville Diocese, allowed us to reach a wide range of special publics. Media coverage of the exhibit was outstanding. Each area television station, most cable stations, all major area daily newspapers, and local weekly newspapers carried the story. Plans for the *Faces of the Vatican Collections* to travel to cities where Seven-Up or Philip Morris has facilities are being completed.

Seven-Up's *Faces of the Vatican Collections* proved to be an exceptionally satisfying project from two standpoints. It provided the opportunity to capitalize on a major Philip Morris commitment and to generate considerable volumes of favorable media exposure at minimal expense. And, it provided the satisfaction of bringing elements of some of the world's greatest art to people who would otherwise not have had the opportunity to see and enjoy it.

News coverage of the* Faces of the Vatican Collections *exhibition included all area television stations, many radio stations, both major newspapers, as well as dozens of other daily and weekly newspapers.

In some instances, the photos looked so realistic that visitors could not resist touching the photos.

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Charles W. Schmid (r), Vice President, Franchise, speaks with two consumer representatives at a dinner held in Washington, D.C., for senior executives of consumer groups based in the capital.

7UP Consumer Center

The 7UP Consumer Center, a nationwide toll-free consumer response system, is the first of its kind in the soft drink industry. The first announcement of the Center came on NBC's *Today Show* on October 20, in a special consumer report by Betty Furness. During the report, Bryant Gumbel placed a live, on-air phone call to the Center and asked a question on caffeine.

The 7UP Consumer Center toll-free number, printed on the labels of all Seven-Up Company soft drinks, provides soft drink consumers with immediate access to The Seven-Up Company. The Center, as part of the Corporate Affairs Department, is staffed by professionals able to answer consumer inquiries. Within a week, the Center was averaging 200 calls a day. Most of the callers asked about NutraSweet in Diet 7UP and Sugar Free LIKE Cola, and caffeine and other ingredients in soft drinks. In addition to answering consumer inquiries, the 7UP Consumer Center is providing a vehicle to monitor consumer concerns and needs in soft drinks.

In addition to the regular full-time staff, all senior executives will spend time each month talking directly with consumers who call in. By providing this immediate access, Corporate Affairs continues to play a vital role in The Seven-Up Company's ongoing leadership in consumer responsiveness within the soft drink industry.

1983 In Review

The following represents a small sampling of the range and diversity of ongoing activities.

- LIKE Cola press conferences, or one-on-one news interviews with Seven-Up senior management, in more than 30 new expansion markets. Coordinated retail trade dinners at many locations.

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Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000

In introducing the 7UP Consumer Center to the news media, Seven-Up President Edward W. Frantel had a series of one-on-one interviews (shown here with an Industry Week *reporter).*

Participants in a special White House ceremony launching the 1983 "Hire One Youth" campaign included (l-r) Edward W. Frantel; Richard L. Lesher, U.S. Chamber of Commerce President; Rev. Leon H. Sullivan, National Coalition for Hire One Youth President; and Vice President George Bush.

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Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000

- Legislative Breakfast for Missouri State legislators in the Missouri State Capitol.
- *An American Adventure,* a six-week salute to Black contributions to the arts in St. Louis.
- CIAA Hall of Fame Brunch and Wives Fashion Show in Norfolk, Virginia. CIAA is an organization of 14 Black colleges promoting excellence in sports and academics. Included sponsorship of a major basketball tournament.
- National Masters Track Championships at Lehigh University.
- Reception for National Broadcast Association for Community Affairs.
- Coordinated Seven-Up employee participation during LIKE Cola Night at the Channel 9 Auction, raising almost $50,000 for St. Louis public television.
- Providing ongoing national public relations support for the "Hire One Youth" program, which received endorsements from President Reagan and Vice President Bush. The program, in conjunction

More than 60 Seven-Up employees helped to raise funds for St. Louis public television during LIKE Cola Night at the Channel 9 Auction.

The Seven-Up-sponsored Midwest Invitational Diving Championship brought together swimmers from Great Britain, Canada, Sweden, Australia, the Netherlands, and the United States.

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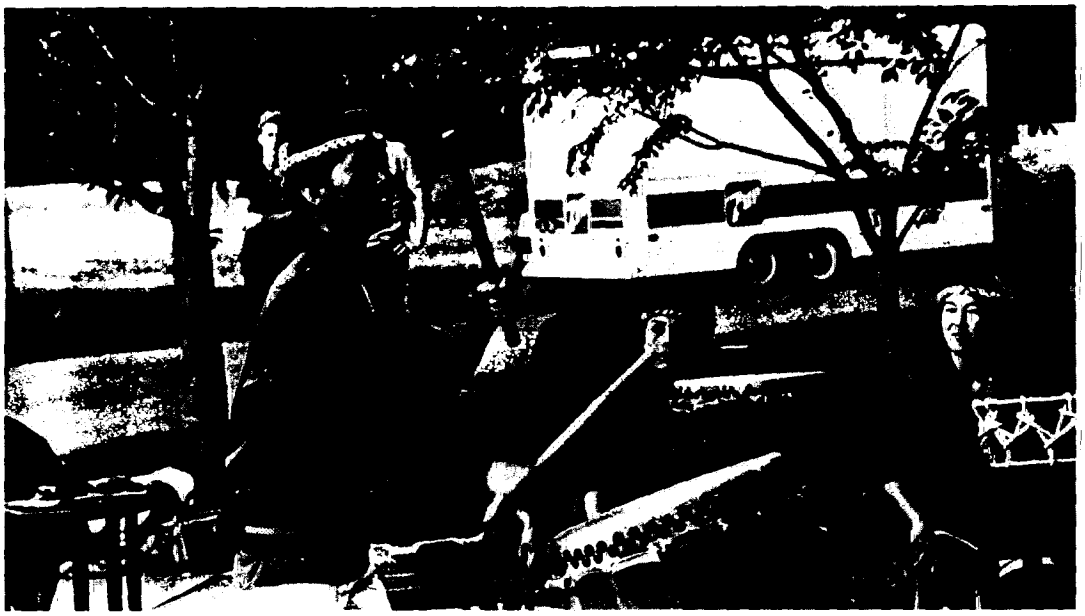
Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000



The Taiko Drummers were among the entertainers performing at the Japanese Festival.

with the OIC, primarily assists disadvantaged youths in finding employment.

- Co-sponsor with Miller Brewing of Operation PUSH grand reception for entertainer Bill Cosby.
- Hosted luncheon for staff members, board of directors, and volunteers of St. Louis First Street Forum art gallery.
- 7UP Midwest Invitational Diving Championship. Event attracted competitors from Great Britain, Canada, Sweden, Australia, the Netherlands, and the United States.
- LIKE Cola Run for Youth, 4.2-mile run benefitting the Progressive Youth Center in St. Louis.
- Japanese Festival, week-long celebration of Japanese culture at Missouri Botanical Garden in St. Louis.
- Coordinated Seven-Up Company product sampling and promotions at both the NAACP and Operation PUSH conventions.
- Produced videotape recordings for franchise and brand activities, including national corporate spot on Jerry Lewis Labor Day Telethon.
- Baroque Festival, a celebration of baroque period art, opera, and music, in conjunction with Washington University.

Seven-Up Canada Corporate Affairs

A Philip Morris-style Corporate Affairs Department is now in its second year of operation at Seven-Up Canada Inc. The following highlights illustrate the range of activities on behalf of the company and the brand.

- Through a major contribution, Seven-Up Canada Inc. became the first company to sponsor the Toronto Symphony's in-class music education program for some 35,000 Toronto schoolchildren. The program, renamed the 7UP Symphony Preludes after the company, allows symphony musicians to perform in classrooms from kindergarten through grade 12.

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Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000

- In its second year of fund raising, the company and 7UP bottlers across Canada raised a record $100,000 for the Muscular Dystrophy Association.

- 7UP's "No Caffeine. No Artificial Colors. No Artificial Flavors." campaign was launched simultaneously in Canada and the U.S. A major part of the Canadian launch was Corporate Affairs' national public relations and public affairs program to get the message effectively to the media, 7UP bottlers, 7UP employees, the medical and health community, government health officials, and consumers.

- Corporate Affairs played a vital role in the launch of Fountain Diet 7UP in McDonald's restaurants in Winnipeg, Portage la Prairie, and Brandon, Manitoba. Seven-Up Canada donated the full retail price of every Diet 7UP sold at a McDonald's toward the establishment of a Ronald McDonald House in Winnipeg. The Corporate Affairs reception and press conference to announce the promotion generated considerable, and very favorable, publicity and assisted the Sales Department in strengthening its ties with an important national food service account.

- Corporate Affairs directed all press relations on both local and national bases during a strike at Seven-Up Bottling of Montreal, contributing significantly to an effective settlement.

- The use of Canada's 7UP Corporate Affairs hotline was extended to include Diet 7UP's new national campaign, "Get into Shape with Diet 7UP." Point-of-sale material referred consumers to the hotline number for information on diet and exercise.

Toronto Symphony musicians and schoolchildren get together through 7UP Symphony Preludes.

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Mission Viejo Company

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Introduction

After the worst recession in the housing industry since the Great Depression, 1983 brought welcome relief. When the market turned around, Mission Viejo Company was ready. Ad campaigns run throughout the period when few were buying helped buyers remember our name when the economy improved. Government Relations, Public Affairs, Cultural Affairs, and Community Services efforts continued our twenty-year record of maintaining strong community involvement—and generated positive press coverage for Mission Viejo and Aliso Viejo, California, and Highlands Ranch, Colorado.

Marketing

The sales and marketing specialists at Mission Viejo Company selected different advertising campaigns for each planned community. The Highlands Ranch campaign stressed the "Hometown" theme to establish the new community, which reached a population of 1,240 in September. For the more mature Mission Viejo community of 54,000 residents, the theme was "The California Promise." That campaign won the Gold Effie from the American Marketing Association as the most effective real estate advertising campaign in America for 1983. But the greatest reward

The new town of Highlands Ranch in Colorado uses the "Hometown" theme.

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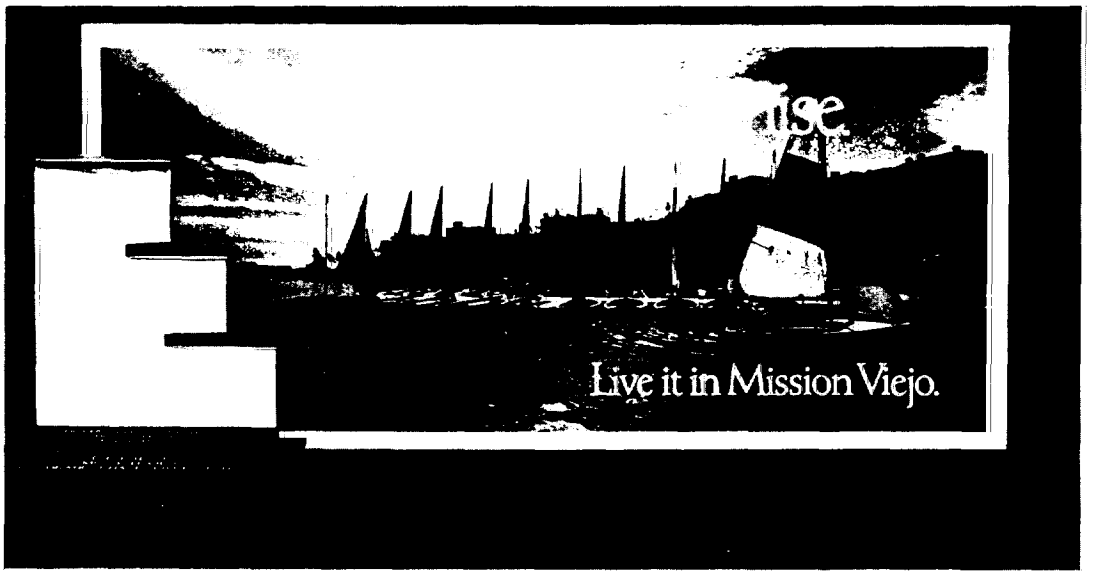
Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000



Mission Viejo won the Gold Effie for 1983's most effective real estate advertising campaign.

came from the strong sales that made 1983 the best year in company history.

Government Relations

Government Relations staff faced a variety of legislative challenges this year, particularly in the area of state energy standards. Hard work with state advisory committees resulted in amendments that reduced the cost of energy standard implementation in California by more than 75%.

The company helped to get authorizing legislation at the county and state levels for a sales tax bill that will allocate 1% of sales tax revenues toward local freeway construction and repair. The issue will be put to a popular vote in June 1984.

Mission Viejo Company also worked closely with county supervisors to eliminate resale controls for housing. That issue is currently awaiting the outcome of a court challenge.

Work continued on housing legislation and escrow funding. We monitored state bills on a daily basis to stay on top of any new regulations that would affect the housing industry.

Public Affairs

Mission Viejo Company's long history of community involvement has recently generated some strong business bonuses.

Employee involvement with the Junior Wheelchair Sports Camp resulted in a detailed study of handicapped access standards and the decision to provide wider doors in all new housing projects. This will allow wheelchair users full access without inconveniencing other buyers. The bonus is a cost reduction due to the use of a standardized door—another example of business decisions making social sense and social decisions making business sense.

Highlands Ranch also successfully combined social and business decisions with the Northridge park project. Dedicated and built by the company, the park provides a spectacular view from new model homes.

In California, the company installed modu-

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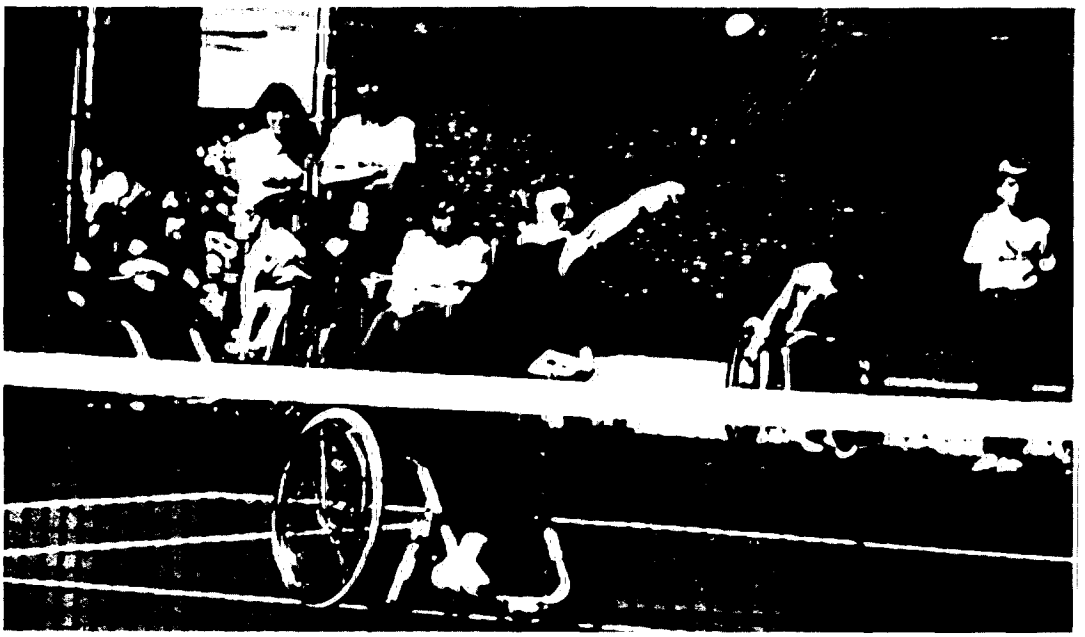

All the players are winners at the Junior Wheelchair Sports Camp held annually in Mission Viejo.

lar classrooms to convert the Newhart School into a much-needed new junior high school. This accomplished three goals. It met state school fee requirements at considerable savings to the company. It satisfied the school district's highest priority need. And it delighted parents whose children would no longer have to be bused to a junior high school outside the community.

Community Relations

Highlands Ranch employees put body, soul (and feet) into the Inter-Faith Task Force Walk-a-thon, while California employees volunteered many hours to the Junior Wheelchair Sports Camp and to fund-raising efforts for a new county home for dependent children.

The annual Recognition Luncheon at Mission Viejo honored 50 non-profit organizations for outstanding volunteer contributions this year. Honorees ranged from cultural and educational organizations to youth sports and health services groups. An appreciation dinner was also held at Highlands Ranch for its Activities Committee. These events encourage community involvement and service that benefit local residents.

It's funny, it's fun, and it's good business to sponsor community activities at Highlands Ranch, Co.

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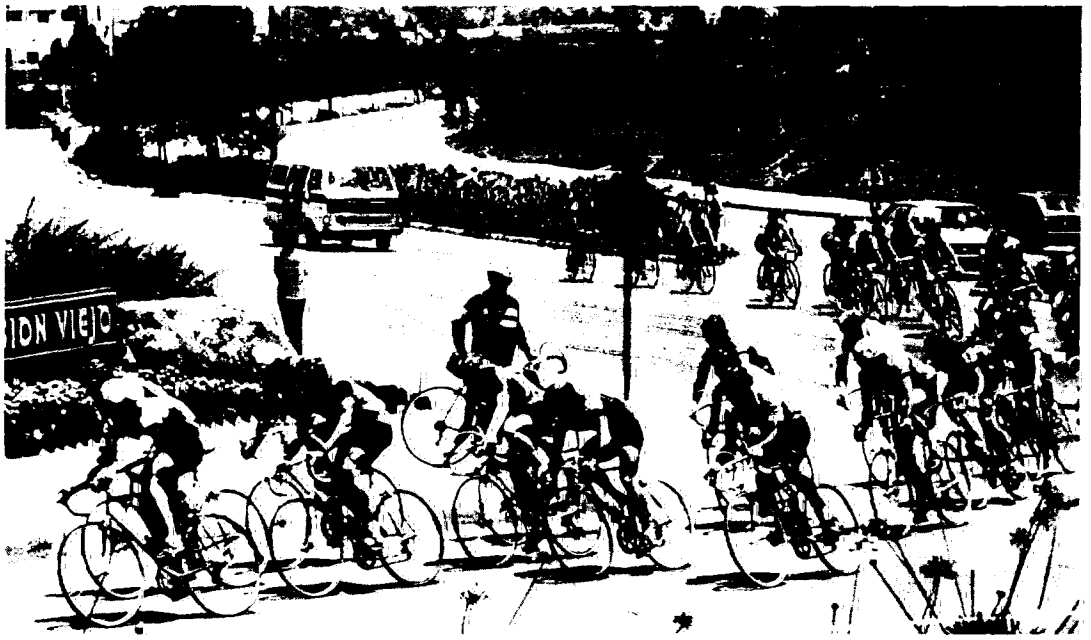
Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000



The Lowenbrau Cycling Championship paves the way for the 1984 Olympic race in Mission Viejo.

Highlands Ranch also promotes a sense of community and gains high visibility with the monthly *Highlands Ranch Reporter,* a publication that reaches every Highlands Ranch resident, as well as local and state media and government officials. Special events throughout the year such as Highlands Ranch Days, the Highlands Ranch Round-Up, the Fourth of July bike parade, Arbor Day, Easter egg hunts, Halloween parties, Christmas events, and informal softball leagues keep residents involved—and name recognition high.

Probably no single effort puts the Mission Viejo name before as many people nationwide as the yearly Rose Parade entry. In seven years of participation, Mission Viejo has captured a Sweepstakes Award for most beautiful float four times—and 1983 was no exception. Sponsored by the Mission Viejo Activities Committee, the float project provides strong community involvement in a project that "puts us on the map" year after year. Our 1984 entry, "Springtime Magic," will be seen January 2 by an estimated 125 million people.

Company sponsorship of the Mission Viejo Nadadores swimming and diving teams resulted in national attention, as our young athletes were featured in prominent magazines and network television shows. Divers Greg Louganis and Wendy Wyland and swimmers Tiffany Cohen and Amy White brought home gold medals from the Pan American games. Mission Viejo coaches Mark Schubert and Ron O'Brien were chosen as Olympic coaches for swimming and diving, and the U.S. Olympic Swim Team will train at Mission Viejo in the month before the opening of the summer games.

The first event of the 1984 Summer Olympics, the cycling road race, will be held at Mission Viejo, where the Lowenbrau Grand Prix cycling races establish the suitability of the course.

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Media Relations

Prompt response to such issues as homeowner association squabbles and carpenter strikes kept communications lines open with local and national press.

A major development in 1983 was the acceleration in media requests for interviews with our world-class swimmers, divers, and coaches. Increasing media pressure resulted in a new program to limit press access to certain days each week to enable athletes to maintain their strenuous training programs.

Special events like the *Seventeen* tennis and swimming tournaments, the Mission Viejo/7UP 10K and Fun Run, the Highlands Ranch Round-Up, and Highlands Ranch Days required and received energetic media coordination.

New products, including four new housing projects in Colorado and California and a major lake-oriented commercial shopping center in Mission Viejo, were successfully opened and publicized by the Marketing Department.

Cultural Affairs

Corporate Affairs and Community Services staffs worked closely with the Laguna Beach Museum of Art and Bowers Museum to underwrite and open art exhibitions, including *West Coast Realism* and the *African-American Institute Exhibit.* Mission Viejo Company also worked enthusiastically with Philip Morris Incorporated to coordinate the opening of the Joffrey Ballet in Los Angeles as well as a series of four receptions for *The Vatican Collections: The Papacy and Art* in San Francisco.

Summary

In 1983, a coordinated effort by a variety of different departments helped to enhance Mission Viejo Company's positive image at local, state, and national levels. It was a very good year.

On your mark, get set—and get everyone to participate. That's the goal of Community Services staff.

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Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000

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Source: https://www.industrydocuments.ucsf.edu/docs/jlbl0000